

Streamline your in-person and online event marketing with Salesfusion

Whether your events are online or offline, Salesfusion can help facilitate the creation, management and tracking of all of your event marketing. Salesfusion offers all key event marketing and management functions, as well as advanced management capabilities unique to our platform.

A unique event management approach

Unlike any other marketing automation provider, Salesfusion's event manager offers the flexibility to create parent events with child sessions. Attendees can register for a parent event and then choose a single or multiple child sessions under that event. This simplifies the management and marketing of events with more than one attendance track, such as workshop registrations at a conference, training session registrations and more. It also gives marketers the ability to consolidate their marketing rather than having to promote each session individually. For example, if you offer the same training event at multiple times throughout the year, you could create multiple sessions under a parent training, promote them simultaneously, and let your contacts choose which session is most convenient for their schedule.

System integrations capture key data points

Salesfusion also seamlessly integrates contact web activity, registration and attendee information directly into your CRM. Your sales team will have more visibility into which of their contacts have viewed, registered for and attended your events, as well as those that may need additional outreach.

Since Salesfusion integrates with the industry's leading online conferencing platforms, you'll be able to host online events as well. Our built-in reporting makes it easy to track your event spend, ROI and success.

Get more out of your Events:

- Save time by automating previously manual aspects of event management and marketing.
- Streamline your promotional calendar with parent events and child sessions.
- Surface key prospecting data to sales automatically inside the CRM, including registration information and web activity.
- Manage live and on-demand event promotions inside the same system.
- Integrate key marketing initiatives to drive greater results, such as blending events in your overall nurture marketing programs and social media promotions.
- Project registrations and track spend more accurately.
- Analyze event impact on lead generation, lead conversion and ROI.

KEY FEATURES

- Create and manage both online and offline events in the same platform.
- Integrate with the leading virtual webinar platforms: Cisco and GoToWebinar.
- Leverage our open API to connect with point solutions you currently use in your events.
- Deploy automated event nurture campaigns.
- Blend sales and marketing activities in event nurtures with automatic CRM opportunity creation, task creation and more.
- Capture event registrations and attendance in both the marketing platform and CRM.
- Surface key lead engagement data to sales so they get a full picture of registrant interests.
- Manage multi-session events with a unique parent event and child session setup.
- Leverage pre- and post-event surveys in your events.
- Promote events across channels and track how each drives interest and registration.